

## CLAIMS

What is claimed is:

1. A shoe display assembly comprising:  
a plurality of shoe boxes, each shoe box including a box body and a lid  
5 covering an opening in said box body, the box body having a width  
dimension and a height dimension, the width dimension being less than  
said height dimension, the box body further being configured to  
releasably receive a handle;  
a shoe rack for displaying the plurality of shoe boxes, the shoe rack  
10 comprising at least one shelf having a lip,  
wherein said plurality of shoe boxes are rested on the shelf with the lid of each  
shoe box being mounted to a bottom surface of the shoe box, and  
wherein a first shoe is disposed within each shoe box and a second  
shoe disposed on said first shoe such that said first and second shoe are  
15 disposed in a vertically stacked arrangement.
2. The shoe display assembly defined in claim 1 wherein each shoe box  
further comprises an insertion slit on opposite ends of the shoe box and a handle, the  
handle comprising two ends, each end being selectively mateable with the insertion  
slit of the end of the box.
- 20 3. The shoe display assembly of claim 1 wherein the shelf is mounted at  
an incline to the rack at a mounting end of the shelf such that the lip of the shelf is  
oriented vertically below the mounting end.
4. The shoe display assembly defined in claim 1 wherein for at least one  
box of said plurality of shoe boxes, said lid is disposed below and about a lower part  
25 of said box body to expose said second shoe stored in said shoe box.
5. The display assembly defined in claim 1 wherein the plurality of shoe  
boxes are disposed in a side by side arrangement and adjacent to one another.

6. The display assembly of claim 1 wherein the width of the shoe box is sufficiently wide to receive the width of a shoe.

7. A method of point of purchase display for a pair of shoes, the method comprising,

5 providing a plurality of shoe boxes, each shoe box containing a pair of shoes and having a box body and a lid covering an opening in said box body, the box body having a width dimension and a height dimension, the width dimension being less than said height dimension, the box body further being configured to releasably receive a handle,

10 providing a shoe rack for displaying the plurality of shoe boxes, the shoe rack comprising at least one shelf having a lip

displaying the plurality of shoe boxes on the shelf such that the lid of the shoe box is disposed below and about a lower part of said box body to expose one of said pair of shoes stored in said shoe box, and such that

15 the plurality of shoe boxes are disposed in a side by side arrangement and adjacent to one another.

8. The method of claim 7, wherein the step of providing a plurality of shoe boxes further includes providing shoe boxes such that each shoe box further comprises an insertion slit for receiving a handle.

20 9. The method of claim 8, further comprising the steps of: providing a handle releasably securable to the shoe box, and securing the handle to shoe box such that the shoe box is transportable through holding the handle, the handle being secured to the shoe box after selection and removal of the shoe box from the shoe rack.

25 10. The method of claim 8, further comprising the step of: repositioning the lid from the bottom of the lower part of shoe box to an upper part of the shoe box to cover the shoes.

11. A shoe box for storing a pair of shoes in a vertically stacked arrangement, the shoe box comprising;

a box body having a pair of opposite side walls, a pair of opposite end walls, a base wall, the pairs of side walls and end walls defining an interior for receiving the pair of shoes, the pairs of end walls further defining a box body width, the box body width being operably configured to receive only one shoe width, the pairs of end walls and side walls further defining a box body height, the width of the box body being less than the height of the box body; and  
a lid covering the interior of said box body, the lid being frictionally retained on said box.

12. The shoe box of claim 11 wherein the shoe box further comprises a handle and wherein the box body is operably configured to receive the handle.

13. The shoe box of claim 12 wherein the box body further comprises an insertion slit on the end walls of the box body and the handle is selectively mateable with the box body and comprises an engaging member for insertion and retention in the insertion slit.

14. The shoe box of claim 13 wherein the engagement member comprises engagement walls that engage end walls of the shoe box as the engagement member is inserted in the insertion slit to thereby retain the handle in the box body.

15. The shoe box of claim 12 wherein the handle is secured to the box body by a rivet.